

## CLAIMS

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1. A process for cleaning a surface comprising first contacting the surface with a cleaning composition capable of rendering the surface hydrophilic and then rinsing the surface with purified rinse water.
  - 10 2. The process of Claim 1 further comprising a step of pre-wetting the surface prior to contacting the surface with the cleaning composition.
  3. The process of Claim 1 further comprising a step of rinsing the surface with unpurified rinse water and subsequently finally rinsing with purified rinse water.
  - 15 4. The process of Claim 1 wherein the surface is selected from the group consisting of: ceramic, enamel, vinyl, no-wax vinyl, linoleum, melamine, glass, plastic, plastified wood, metal, chrome metal, varnished or sealed surfaces, and an exterior surface of a vehicle.
  - 20 5. The process of Claim 1 wherein the composition is capable of modifying the surface to render it hydrophilic, providing a contact angle between water and the surface of less than 80°.
  - 25 6. The process of Claim 5 wherein the composition is capable of modifying the surface to render it hydrophilic, providing a contact angle between water and the surface of less than 40°.
  - 30 7. The process of Claim 1 wherein the cleaning composition comprises a polymer which is capable of rendering the surface cleaned hydrophilic.
  8. The process of Claim 7 wherein the polymer is selected from the group consisting of N-vinylimidazole N-vinylpyrrolidone (PVPVI) polymers, polyvinyl pyridine N-oxide (PVNO) polymers, quaternized vinylpyrrolidone/dialkylaminoalkyl acrylate or methacrylate copolymers or mixtures thereof.
  - 35 9. The process of Claim 1 wherein the composition additionally comprises one or more components selected from the group consisting of surfactant, chelants, enzymes, builders, bleaching agents, soil release agents, disinfectants, brighteners, UV protectants, corrosion inhibitors and mixtures thereof.
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10. The process of Claim 1 wherein the composition additionally comprises nanoparticle clay mineral.

11. The process of Claim 1 wherein purified rinse water is prepared by passing water through a purifying device.

12. The process of Claim 11 wherein the purifying device comprises a device selected from the group consisting of: an ion exchange resin, a mixture of such resins or layers of such resins, or a combination of mixed and layered resins.

13. The process of Claim 11 wherein the purifying device comprises at least three layers of ion exchange resin.

14. The process of Claim 12 wherein the resin of the purifying device produces a visual indication on depletion of the ion exchange resin.

15. The process of Claim 1 wherein the cleaning composition and purified rinse water are sprayed onto the surface.

16. The process of Claim 15 wherein the composition and purified rinse water are sprayed from the same spraying device.

17. The process of Claim 16 wherein the spraying device is attached to a hose, water is passed through the hose into the purifying device and purified rinse water is then sprayed from the device.